



Demographic Study 2024

- This demographic report is based on information collected during the cannabis agent registration card application process.
- As of December 2023, there are **15,435 registered*** agent card holders.
- **748** identify as industry executives (owners, officers, and board members).
- This is the second year the CCB generated this report based on data collected from agent card applications, rather than a voluntary survey.

Key Takeaways:

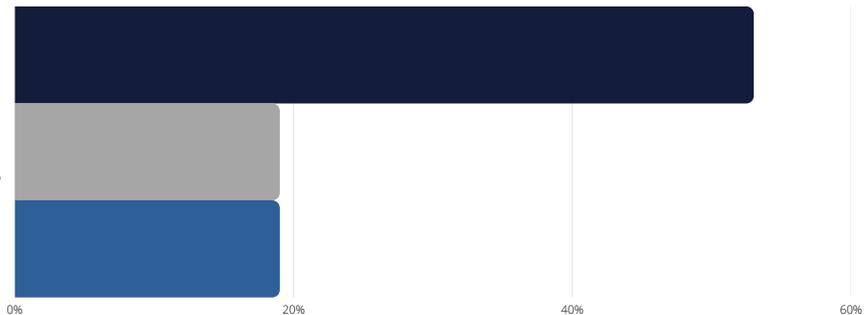
 **60%** identified as **Male**.

 **39%** identified as **Female**.

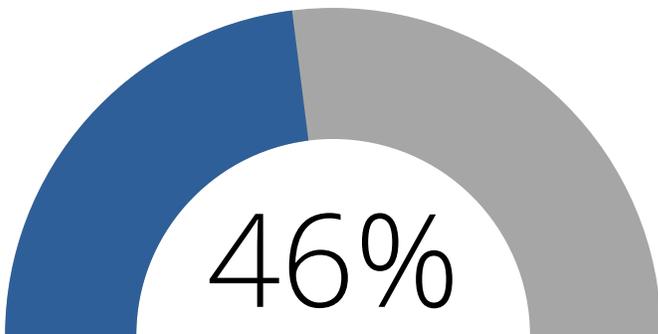
52% identified as **White**.

19% identified as **Hispanic**.

19% identified as **Black**.



26% identified as being of **Hispanic, Latino, or Spanish origin**.



25-34 year old age group.

Industry Statistics:

729

active licenses or certificates issued in Nevada.

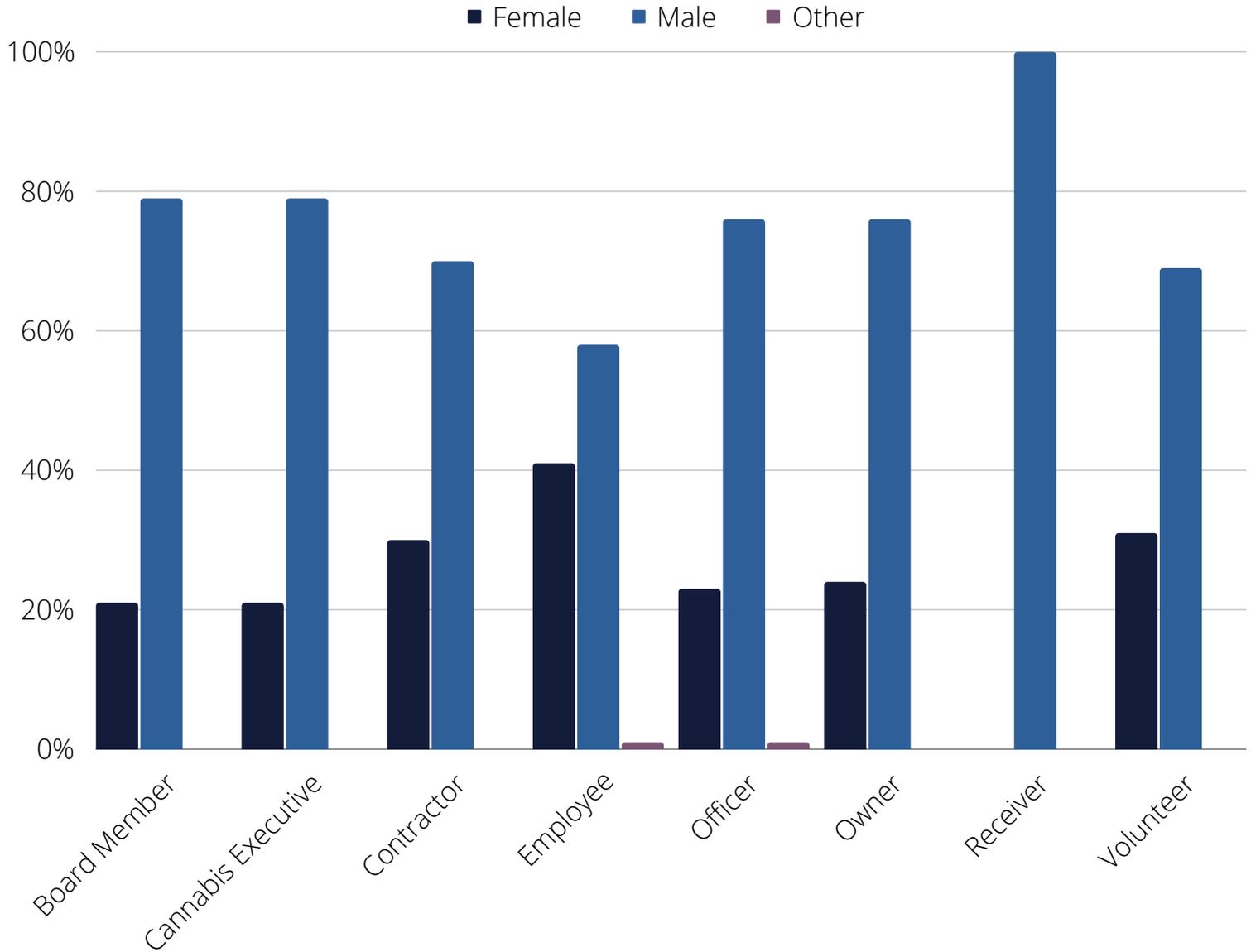
- **101** dispensaries

**as of December 2023, time of report completion.*

To review more statistics, visit: ccb.nv.gov



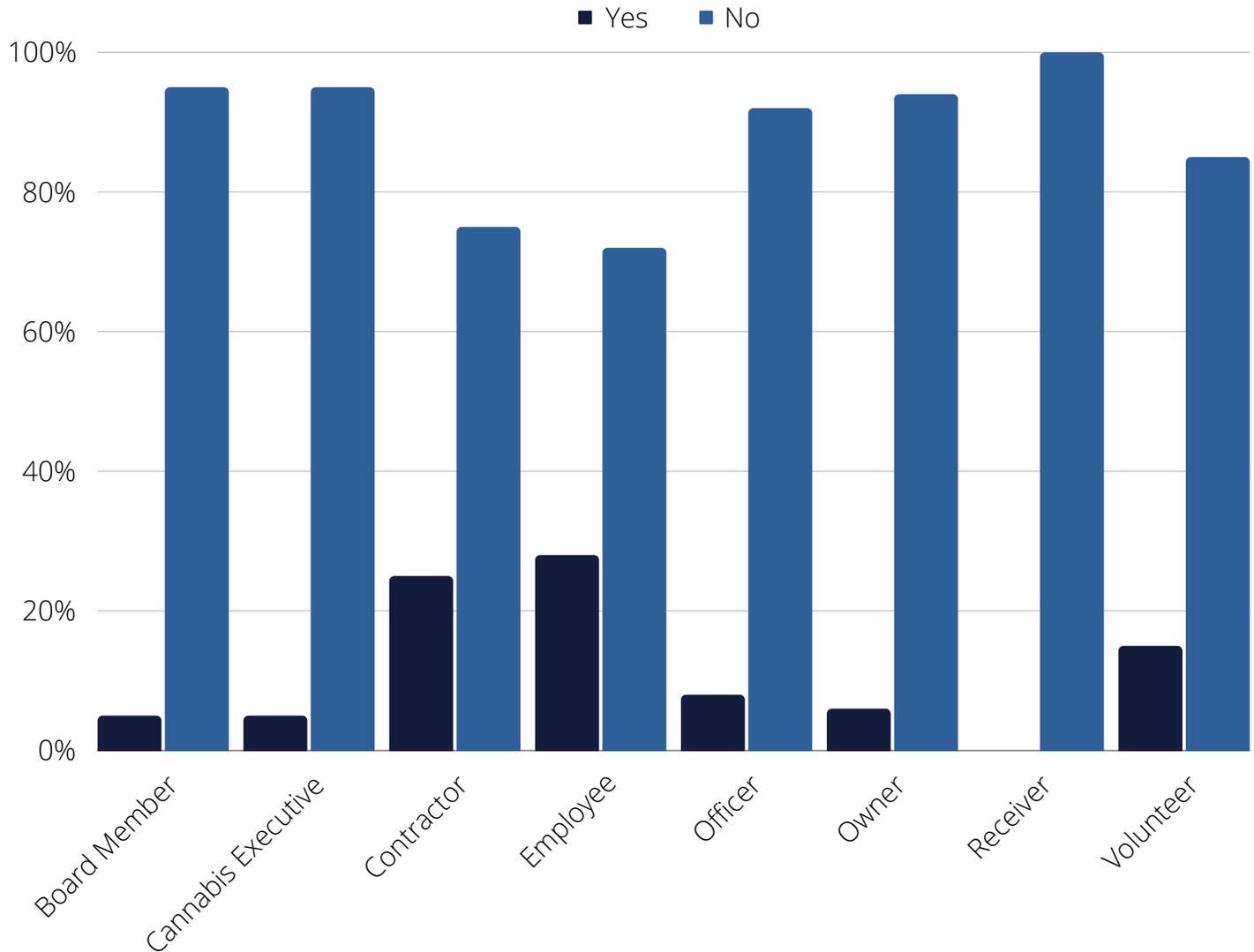
What is your gender?



Count of Gender	Column Labels			
Row Labels	Female	Male	X	Grand Total
Board Member	23	84		107
Cannabis Executive	83	319		402
Contractor	402	935	4	1341
Employee	5514	7705	96	13315
Officer	24	81	1	106
Owner	32	101		133
Receiver			5	5
Volunteer	8	18		26
Grand Total	6086	9248	101	15435



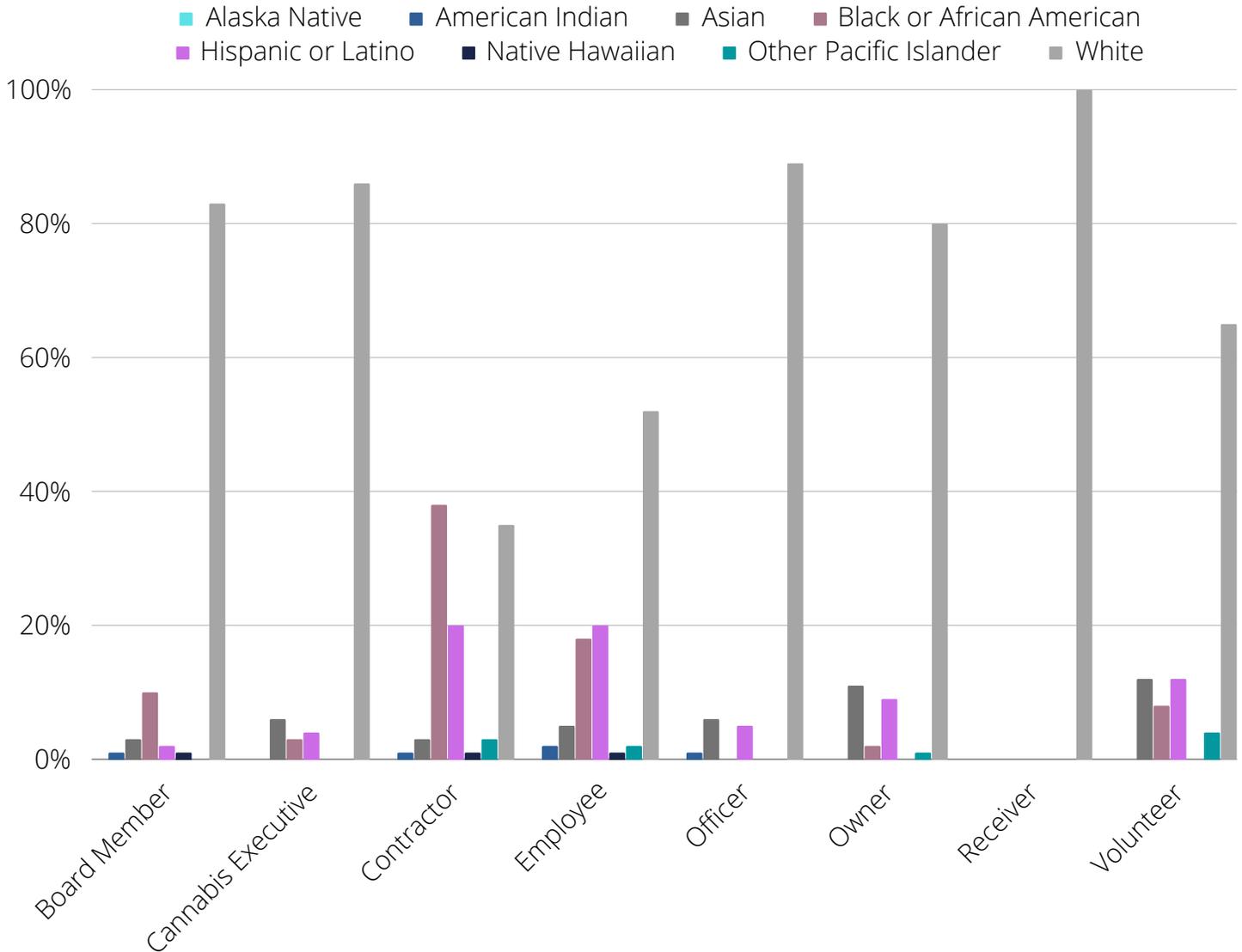
Are you of Hispanic, Latino, or Spanish origin such as Mexican, Puerto Rican, or Cuban?



Count of Gender	Column Labels			Grand Total
	Female	Male	X	
Board Member		23	84	107
Cannabis Executive		83	319	402
Contractor		402	935	1341
Employee		5514	7705	13315
Officer		24	81	106
Owner		32	101	133
Receiver			5	5
Volunteer		8	18	26
Grand Total		6086	9248	15435



Select your race. Select all that apply.

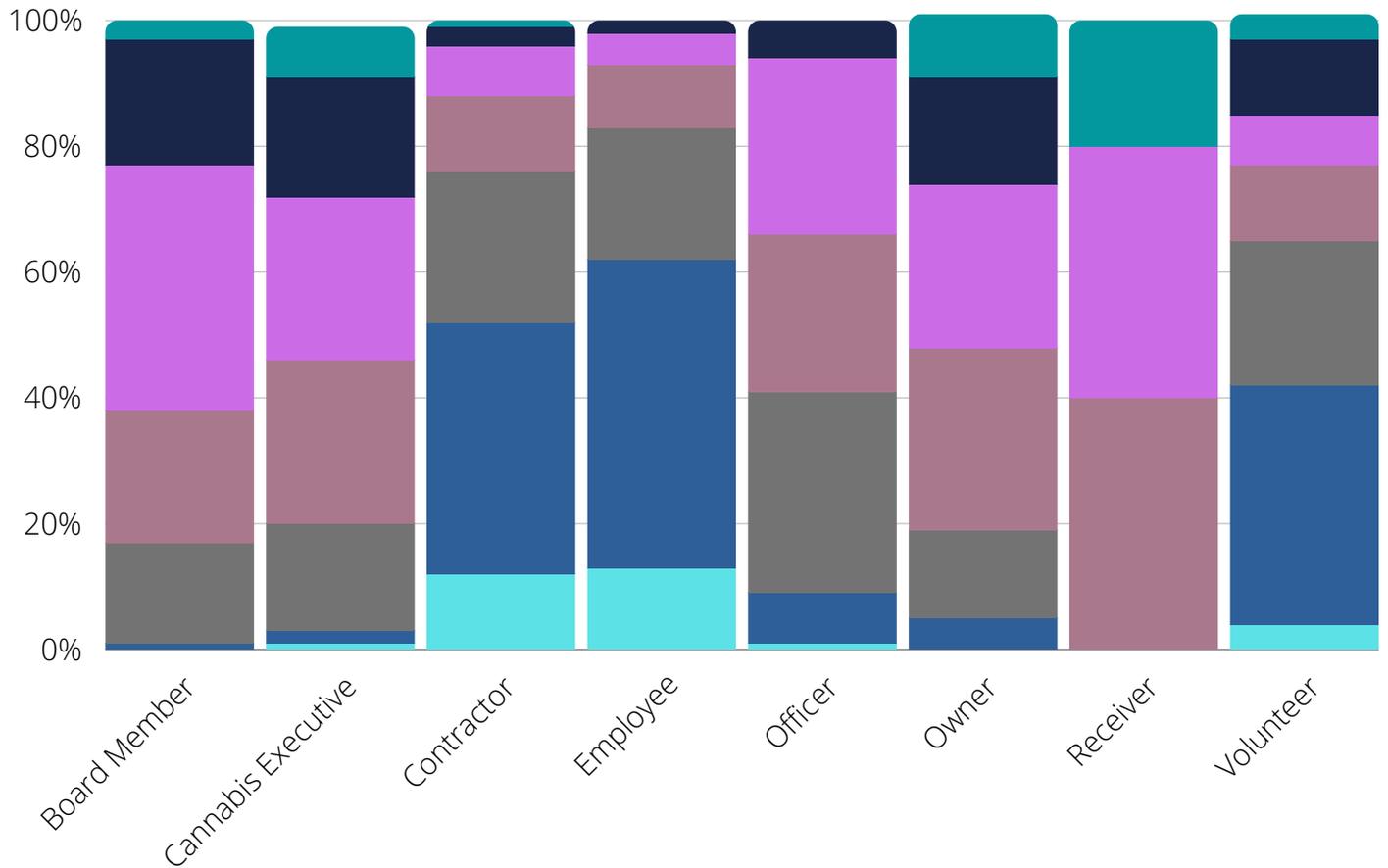


Count of Race	Alaska Native	American Indian	Asian	Black or African American	Hispanic or Latino	Native Hawaiian	Other Pacific Islander	White	Grand Total	
Board Member		1	3	11	2	1		89	107	
Cannabis Executive			25	14	16	2		345	402	
Contractor		1	15	37	513	264	7	40	464	1341
Employee		11	251	642	2412	2694	117	304	6884	13315
Officer			1	6		5		94	106	
Owner				15	3	7		107	133	
Receiver							1	5	5	
Volunteer			3	2	3		1	17	26	
Grand Total		12	268	731	2955	2991	127	346	8005	15435



What is your age?

- 21-24 years old
- 25-34 years old
- 35-44 years old
- 45-54 years old
- 55-64 years old
- 65-74 years old
- 75+ years old



Count of Age Range	Column Labels							
Row Labels	(21-24)	(25-34)	(35-44)	(45-54)	(55-64)	(65-74)	(75+)	Grand Total
Board Member		1	17	23	42	21	3	107
Cannabis Executive	3	10	70	105	105	78	31	402
Contractor	163	538	324	164	105	38	9	1341
Employee	1701	6571	2801	1310	698	213	21	13315
Officer	1	8	34	27	30	6		106
Owner		7	18	38	34	23	13	133
Receiver				2	2		1	5
Volunteer	1	10	6	3	2	3	1	26
Grand Total	1869	7145	3270	1672	1018	382	79	15435

*This year's count does not include card holders that hold temporary cards that are waiting results (i.e. background of fingerprints).

Two hundred and twenty six individuals in this count hold agent cards for two roles. Those individuals may be counted twice. Below is the breakdown of dual card holders:

- Contractor & Employee: 160
- Contractor & Receiver: 1
- Board Member & Officer: 6
- Board Member & Owner: 6
- Board Member & Employee: 3
- Board Member & Executive: 4
- Executive & Owner: 18
- Executive & Officer: 7
- Executive & Employee: 5
- Executive & Contractor: 1
- Officer & Employee: 10
- Owner & Officer: 5